

Introduction to Social Media and e-Business Transformation Minitrack of the Collaboration Systems and Technologies Track

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Social media are online platforms that facilitate global collaboration and sharing amongst users. New social media applications in e-business and e-commerce appear on a daily basis and result in enormous shocks to the ecosystem of individuals and businesses. This minitrack provides a forum for the exchange of research ideas and best practices related to social media in e-business environments. It also aims to raise awareness in terms of the latest developments in social media and address the challenges of using social media. This year, four papers were selected for inclusion in the proceedings.

The first paper, titled “How game features give rise to altruism and collective action? Implications for cultivating cooperation by gamification” by Marc Riar, Benedikt Morschheuser, Juho Hamari and Rüdiger Zarnekow, explores the relationship between selected cooperative game features and we-intention via altruism. The authors tried to reach this aim by analyzing the views collected from an online survey of 206 players of an augmented reality game named “Ingress”. The findings are expected to provide some insights to practitioners in designing gamification initiatives which aims at increasing cooperation level of the users.

The second paper, titled “Why Do Consumers Review Doctors Online? Topic Modeling Analysis of Positive and Negative Reviews on an Online Health Community in China” by Patrick Cheong-Iao Pang and Libo Liu, aims at identifying the factors that motivate consumers to share positive or negative reviews on online health communities. Data was collected from an online health consultation platform in China. Online reviews of patients and health consumers on their doctors were analyzed using machine learning and qualitative techniques to extract the themes and the

factors leading to positive and negative reviews. The results show that both doctors’ communication skills and their professional skills matter.

The next paper is also related to online health community. In their work, “Antecedents and Consequences of Perceived Usefulness of Smoking Cessation Online Health Communities”, Chenglong Li, Hongxiu Li and Reima Suomi studied the antecedents and consequences of perceived usefulness of smoking cessation online health communities in the context of post-adoption behaviors. The hypotheses were validated using an online survey conducted among users of two nonprofit smoking cessation online health communities, one in China and another in Finland. The findings give some hints to the administration of such communities on how to retain users.

The last paper, titled “An Explorative Study of Creative Idea Generation Using Mobile Collaboration Platform” by Stephen Choi, One-Ki Daniel Lee and Woojong Suh, ambitiously explores creative idea generation with the aid of mobile collaborative platforms. The authors argued that instant communication apps such as WhatsApp, WeChat and KaKaoTalk are mobile collaborative platforms. The proposed research model was tested using data collected from a survey among a group of college students assigned to complete a coursework that require certain level of creativity. The findings suggest that the use of mobile collaboration platform contributes to creativity.

We thank the authors for submitting their work to make this another engaging minitrack. Their attempts help to deepen and broaden our understanding of the issues related to social media and e-business. We hope you enjoy the papers and their presentation at the conference.